

1

REP HEADLINE# 6306190

\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

TRF# 493649

REP: TEL# 703-516-9399

FAX# 703-516-9680

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS REPORT FROM REP

OCT5/12 15.17

*** WFSB-TV ***

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	SEC	:RATE	:START DATE	:END DATE	:SPTS /WK:	WEEK INVT	:DAYS	:TOTL: SPTS:
50	A		1130P-1205A	30		\$1,900.00	10/7	10/7	1		SUN	1
PROGRAM : LATE NEWS												
CON COM1: LATE NEWS												
OCT/12	128525.00					CONTRACT TOTAL			128525.00			
									TOTAL SPOTS			
									88			

MARKET TOTALS \$196,554

WFSB 37%

WTNH 25%

WVIT 20%

WTIC 17%

WCTX 1%

WCCT 0%

WHPX 0%

ACCURATE SHARES

SVC- NSI

DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT


wfsb.com

WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

Contract / Revision 493649 /		Alt Order # 06306190
Product LINDA MCMAHON 4 SENA		
Contract Dates 10/02/12 - 10/08/12		Estimate # 1319
Advertiser McMahon for Senate		Original Date / Revision 09/14/12 / 10/05/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WFSB	Account Executive Heather Uttley	Sales Office HRP-WASHING
Special Handling		
Demographic Adults 35+		
IDB# 1021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WFSB	10/02/12	10/05/12	Eyewitness News	6am - 6:30am		:30			NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-TWTF--				4	\$1,200.00			
N 2	WFSB	10/02/12	10/04/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-T-T----				2	\$275.00			
N 3	WFSB	10/02/12	10/05/12	Eyewitness News	12pm - 12:30PM		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-T--F--				2	\$750.00			
N 4	WFSB	10/02/12	10/05/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-TWTF--				4	\$350.00			
N 5	WFSB	10/02/12	10/05/12	Eyewitness News	5pm - 5:30pm		:30			NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-TWTF--				4	\$1,800.00			
N 6	WFSB	10/02/12	10/05/12	Eyewitness News	5:30pm - 6pm		:30			NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-TWTF--				4	\$1,800.00			
N 7	WFSB	10/02/12	10/05/12	Eyewitness News	6pm - 6:30pm		:30			NM	4	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-TWTF--				4	\$2,100.00			
N 8	WFSB	10/02/12	10/05/12	Inside Edition	7pm - 7:30pm		:30			NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-TWTF--				4	\$650.00			
N 9	WFSB	10/02/12	10/05/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-TWTF--				4	\$650.00			
N 10	WFSB	10/02/12	10/05/12	Eyewitness News	5am - 5:30am		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	-TWTF--				4	\$500.00			
N 11	WFSB	10/03/12	10/05/12	Eyewitness News	5:30a - 6am		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision	Alt Order #
493649 /	06306190

Contract Dates	Product	Estimate #
10/02/12 - 10/08/12	LINDA MCMAHON 4 SE	1319

Advertiser	Original Date / Revision
McMahon for Senate	09/14/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--W-F--				2	\$800.00			
N 12	WFSB	10/02/12	10/07/12	Eyewitness News	11PM - 11:35PM		:30			NM	5	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTFSS				5	\$1,900.00			
N 13	WFSB	10/02/12	10/02/12	NCIS	8pm-9pm		:30			NM	2	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-2-----				2	\$2,700.00			
N 14	WFSB	10/02/12	10/02/12	NCIS: LA	9pm - 10pm		:30			NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-1-----				1	\$2,700.00			
D 15	WFSB	10/04/12	10/04/12	Person of Interest	10pm - 11pm		:30			NM	0	\$0.00
N 16	WFSB	10/05/12	10/05/12	CSI: NY	8pm - 9pm		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----2--				2	\$1,200.00			
N 17	WFSB	10/05/12	10/05/12	Blue Bloods	10pm - 11pm		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----1--				1	\$2,000.00			
N 18	WFSB	10/05/12	10/05/12	Blue Bloods	10pm - 11pm		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----1--				1	\$2,000.00			
N 19	WFSB	10/06/12	10/06/12	Eyewitness News Weekend	6am - 7am		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1-				1	\$375.00			
N 20	WFSB	10/06/12	10/06/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----2-				2	\$500.00			
D 21	WFSB	10/06/12	10/06/12	Eyewitness News	6pm - 6:30pm		:30			NM	0	\$0.00
N 22	WFSB	10/07/12	10/07/12	Eyewitness News Weekend	6am - 7am		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$375.00			
N 23	WFSB	10/07/12	10/07/12	7a-9a Sun Eyewitness News	7am-9am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$500.00			
N 24	WFSB	10/07/12	10/07/12	Face the Nation/ Face the St	10:30am - 11:30am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$400.00			
N 25	WFSB	10/07/12	10/07/12	NFL Regular Season	1:00pm - 7:00pm		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----2				2	\$3,000.00			
N 26	WFSB	10/07/12	10/07/12	Patriots Football	1:00pm - 7:00pm		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$3,000.00			
N 27	WFSB	10/07/12	10/07/12	Delayed 60 Minutes	730-830p		:30			NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$9,000.00			
N 28	WFSB	10/07/12	10/07/12	Delayed The Good Wife	930-1030p		:30			NM	2	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----2				2	\$2,600.00			

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Contract / Revision	Alt Order #
493649 /	06306190

Contract Dates	Product	Estimate #
10/02/12 - 10/08/12	LINDA MCMAHON 4 SE	1319

Advertiser	Original Date / Revision
McMahon for Senate	09/14/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 29	WFSB	10/07/12	10/07/12	Delayed The Mentalist	1030-1130p		:30			NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----2				2	\$1,600.00			
N 30	WFSB	10/08/12	10/08/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$1,200.00			
N 31	WFSB	10/08/12	10/08/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$275.00			
N 32	WFSB	10/08/12	10/08/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$750.00			
N 33	WFSB	10/08/12	10/08/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$350.00			
N 34	WFSB	10/08/12	10/08/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$1,800.00			
N 35	WFSB	10/08/12	10/08/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$1,800.00			
N 36	WFSB	10/08/12	10/08/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$2,100.00			
N 37	WFSB	10/08/12	10/08/12	Inside Edition	7pm - 7:30pm		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$650.00			
N 38	WFSB	10/08/12	10/08/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$650.00			
N 39	WFSB	10/08/12	10/08/12	Eyewitness News	5am - 5:30am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$500.00			
N 40	WFSB	10/08/12	10/08/12	Eyewitness News	5:30a - 6am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$800.00			
N 41	WFSB	10/08/12	10/08/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$1,900.00			
N 42	WFSB	10/08/12	10/08/12	Hawaii 5-0	10pm - 11pm		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$1,800.00			
N 43	WFSB	10/07/12	10/07/12	7a-9a Sun Eyewitness News	7am-9am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$500.00			
N 44	WFSB	10/07/12	10/07/12	Face the Nation/ Face the Str	10:30am - 11:30am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$400.00			
N 45	WFSB	10/07/12	10/07/12	M-SU Delayed News	Delayed News		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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493649 /	06306190

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10/02/12 - 10/08/12	LINDA MCMAHON 4 SE	1319

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----1				1	\$1,900.00			
N 46	WFSB	10/06/12	10/06/12	Comedy Time	8pm - 9pm		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----S-				1	\$2,500.00			
N 47	WFSB	10/06/12	10/06/12	Crimetime	9pm - 10pm		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----S-				1	\$2,500.00			
N 48	WFSB	10/03/12	10/05/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	--WTF--				2	\$275.00			
N 49	WFSB	10/03/12	10/04/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	---WT---				2	\$350.00			
N 50	WFSB	10/03/12	10/03/12	Survivor	8pm - 9pm		:30			NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	--W----				2	\$6,000.00			
Totals											88	\$128,525.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	88	\$128,525.00	\$109,246.25
Totals	88	\$128,525.00	\$109,246.25

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.